




Focus Occupation: Sales Managers (11-2022)

Focus occupation: Sales Managers	
Employment and Growth	757/ 13.0%
Ave. Monthly Wage	\$8,477
Education/Experience	Bachelor's degree/1 to 5 years

Advance FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Marketing Managers (11-2021)	1	331/ 12.2%	BA/1-5 yrs	93

Transfer TO and FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
General and Operations Managers (11-1021)	0	3,735/ 6.1%	AA/1-5 yrs	87

Advance TO Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Advertising and Promotions Managers (11-2011)	-1	129/ 10.3%	BA/1-5 yrs	81
Sales Engineers  (41-9031)	-2	49/ 8.9%	BA	79
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	-3	225/ 8.2%	HS/5 plus yrs	78
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products  (41-4011)	-3	414/ 8.4%	BA	76
Sales Representatives, Services, All Other  (41-3099)	-4	1,027/ 12.1%	HS	88
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	-4	1,133/ 10.4%	HS	78
Advertising Sales Agents (41-3011)	-5	253/ 0.0%	HS	72
First-Line Supervisors of Retail Sales Workers (41-1011)	-6	2,314/ 11.3%	HS/1-5 yrs	89
Retail Salespersons (41-2031)	-7	11,990/ 11.5%	Any	89

Important note: A worker does not necessarily have to traverse every rung to advance to or from the focus occupation. Occupations above and below the focus occupation are directly related to the focus occupation, but they are not necessarily directly related to each other. For example, actors and athletes are both related to agents of artists, performers, and athletes, but actors and athletes are not directly related to each other.

Analysis and development of the career lattice is by the Alaska Department of Labor and Workforce Development, Research and Analysis Section.

Data sources used for research and analysis: O*NET (Occupation Information Network), Alaska Occupational Data Base (ODB), Standard Occupational Classification Manual, North American Industry Classification System manual, Bureau of Labor Statistics Occupational Employer Survey (OES) wage estimates.